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ABSTRACT

A comprehensive resource for program assessment in student services, this volume provides practitioners with an overview of the what and why of program evaluation and access to the tools to design and carry out an assessment project, communicate the results, and implement the findings. In Part 1, "The Context for Assessment in Student Affairs," key questions to ask are presented, and both qualitative and quantitative methods are reviewed. Part 2, "Dimensions of Assessment in Student Affairs," examines various approaches to assessment. Tracking clients' use of services, programs, and facilities is discussed. Assessing student needs, student satisfaction, campus environments, and student cultures are distinguished with considerations, methods, and expectations. Chapters are dedicated to outcome measures for programs and service, benchmarking, and effectiveness against professional standards. Part 3, "Assessment Challenges for Practitioners," covers reporting and using results, ethics and integrity; and making assessment work, with guiding principles and recommendations. An annotated resource list of assessment instruments, keyed to different populations and programs, is appended. (EMK)

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